FRHE CAMPAIGN #IBELIEVEINRECOVERY OVERVIEW 8.14.19

# In some way, addiction has affected all of us.

WE'RE HERE TODAY TO TRY AND HELP.

# Goals

Decrease stigma while increasing hope and solutions. Support families and loved ones coping with addiction. Create a positive community of hope for those in recovery. Highlight solutions and progress, instead of focusing on the problem.

| How we went abo                            | ut achieving this                              |                  |                       |
|--------------------------------------------|------------------------------------------------|------------------|-----------------------|
| DISCOVERY +<br>CO-CREATION ····<br>SESSION | THEMES +<br>•••• COMMUNICATION ••••<br>PILLARS | BRAND<br>SQUARES | RESEARCH<br>+ TESTING |
|                                            | COVERY + CO-CREATION                           | SESSION          | •<br>•<br>• • • • • • |

242 general public survey respondents: across 11 counties within greater Cincinnati region (including Ohio, Kentucky, and Indiana)

25 stakeholder interviews: Recovery communities, nurses, doctors, church communities, elected officials, those in recovery, psychologist, prevention specialist, first responders, and even skeptics



Total respondents 344



# **Key Learnings**

### Personalization

- Put a face to the disease
- Tell true stories
- Be real
- Be inclusive

### Hope

2

- Tell success stories
- Meet people where they are
- Maintain positivity
- Show support
- Be encouraging

Destigmatize

3

• Emphasize that it affects everyone • Reiterate that addiction doesn't make someone "bad" Community

4

• Show a support system

• Be about improving the community

Informative

5

• Let it be known it is a chronic disease

• Give information on how to get treatment/help



Bringing these learnings to life in a tactical way

# **Pilot Campaign** JULY-SEPTEMBER 2019

|          | MEDIA TACTICS |                                     |                  |           |  |
|----------|---------------|-------------------------------------|------------------|-----------|--|
| COUNTIES | ENQUIRER      | P O S T E R S / B I L L B O R A D S | DIGITAL/FACEBOOK | RADIO ADS |  |
| Butler   | Х             | X                                   | X                | X         |  |
| Dearborn | Х             | X                                   | X                |           |  |
| Clermont |               | X                                   | X                | X         |  |
| Grant    |               |                                     | X                | X         |  |

# Billboards

FOR ALL COUNTIES



### BILLBOARDS Butler Clermont Dearborn

# RECOVERY IS POSSIBLE.

Visit GetCleanNowClermont.org

**#IBelieveInRecovery** 



COALITION FOR A DRUG-FREE CLERMONT COUNTY



#IBelieveInRecovery



# **Print Advertisements**

FOR ALL COUNTIES

### **ENQUIRER** Butler Dearborn



### AS A COMMUNITY, WE ARE **STRONGER THAN ADDICTION**





Visit us online at www.bcmhars.org Find us on Facebook at Butler County Mental Health & Addiction Recovery Services Board

RESOURCES IN YOUR COMMUNITY

#### #IBelieveInRecovery

### THERE IS HOPE. THERE IS SUPPORT.

To learn more and find resources in your local community, visit **www.dcincare.org** 



Visit us online at **www.dcincare.org** Find us on Facebook at **Dearborn County CARE**  RESOURCES IN YOUR COMMUNITY



# **Digital Ads** FOR ALL COUNTIES

# 3 PATHWAYS Digital Ad Summary



### COMMUNITY IS HOW RECOVERY THRIVES.

LEARN MORE

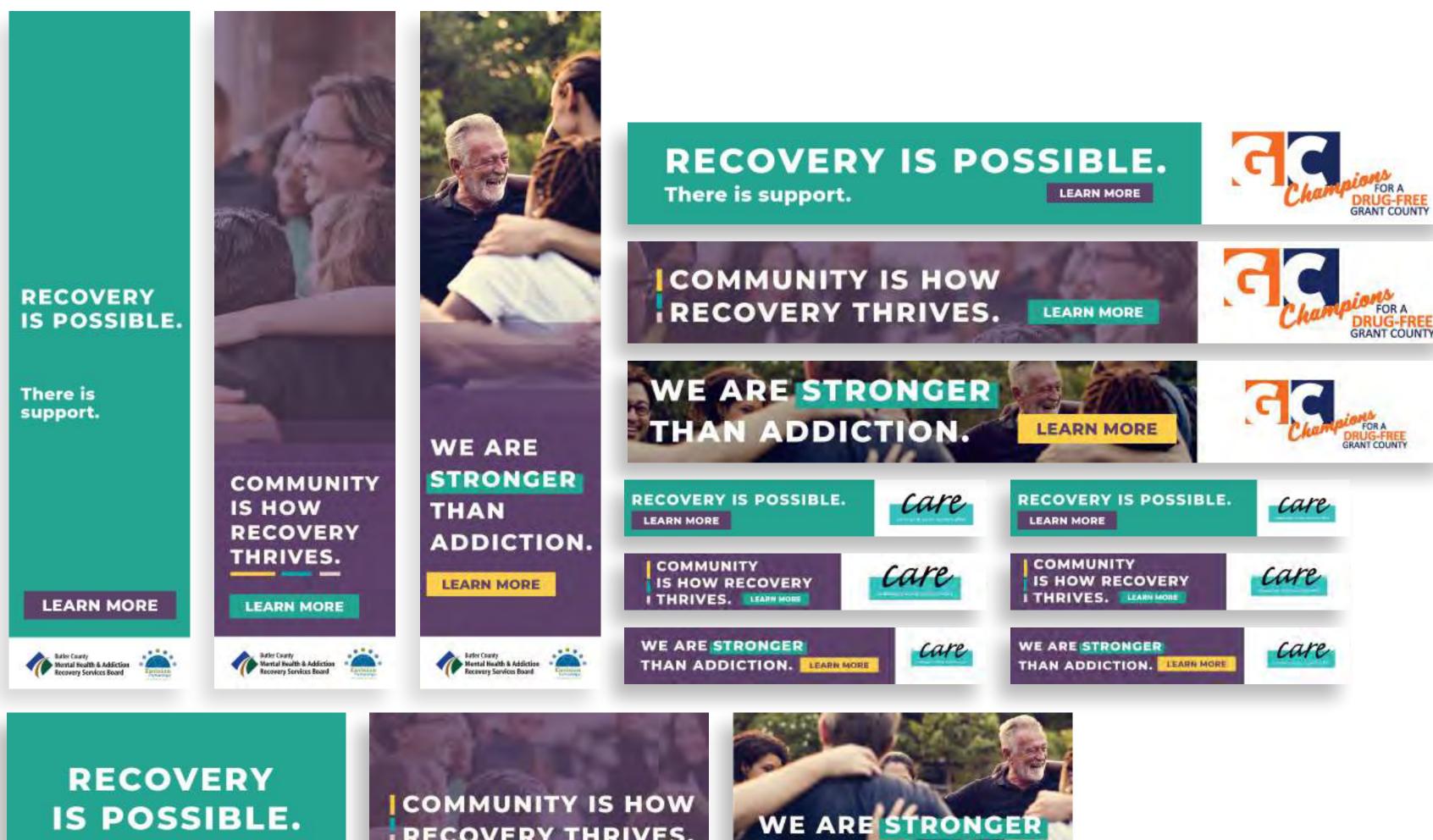
Butler County Mental Health & Addiction Recovery Services Board



# DIGITAL

Butler Dearborn Clermont

Grant



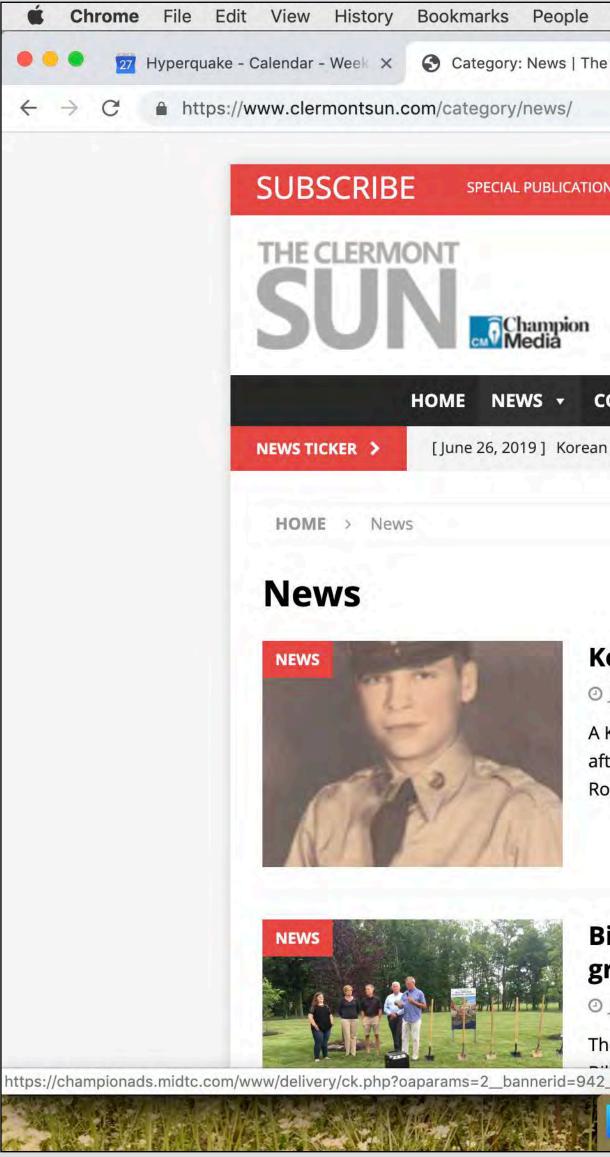
**13** Copyright © Hyperquake, LLC. Confidential. All rights reserved.



There is support.

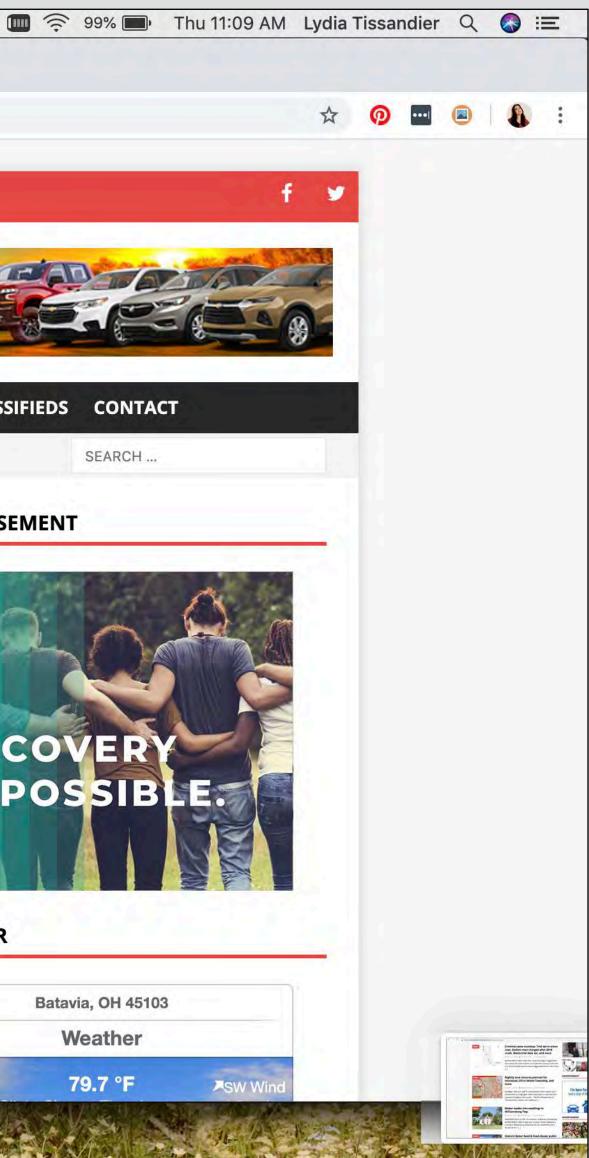
LEARN MORE





### In Context

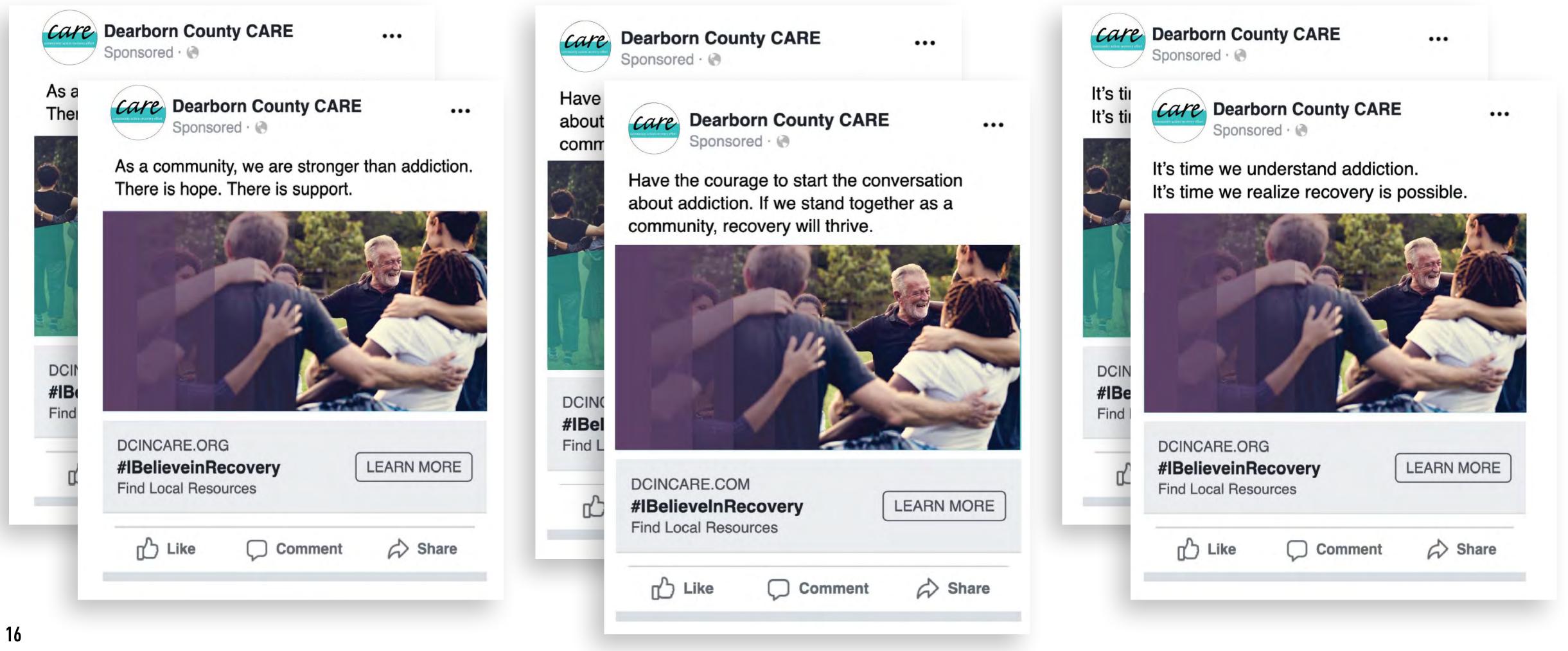
| eople Window Help                                                                                                                                                                                  | 💓 🕐 🔽 🎟 🎅 99% 画 Thu 11:09 AM Lydia | Tissan | ndier | Q |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|--------|-------|---|
| ws   The Clermon × +                                                                                                                                                                               |                                    |        |       |   |
| ws/                                                                                                                                                                                                | *                                  | 0      | •••   |   |
|                                                                                                                                                                                                    |                                    |        |       |   |
| BLICATIONS PUBLIC NOTICES RACK LOCATIONS GAMES                                                                                                                                                     | t y                                |        |       |   |
| Sales and Service                                                                                                                                                                                  |                                    |        |       |   |
| Sales and Service<br>937-544-2331<br>11380 State Rou                                                                                                                                               | te 41                              |        |       |   |
| npion<br>la RINDNEWROADS West Union, Ohio                                                                                                                                                          | 45693                              |        |       |   |
| - COMMUNITY OPINION SPORTS - OBITUARIES CAL                                                                                                                                                        | ENDAR CLASSIFIEDS CONTACT          | É      |       |   |
| Korean vet goes home  NEWS                                                                                                                                                                         | SEARCH                             |        |       |   |
|                                                                                                                                                                                                    |                                    |        |       |   |
|                                                                                                                                                                                                    | ADVERTISEMENT                      |        |       |   |
| Korean vet goes home         ⊙ June 26, 2019       ▲ Clermont Sun       ○ 0 Comments                                                                                                               |                                    |        |       |   |
| A Korean War veteran will have a long overdue burial in Goshen<br>after his remains were identified nearly 70 years after the war.<br>Roger Lee Woods, of Cincinnati, and 18 at the time of his [] | RECOVERY<br>IS POSSIBLE.           |        |       |   |
| Bill Brewer Memorial Garden breaks<br>ground                                                                                                                                                       | WEATHER                            |        |       |   |
| <ul> <li>June 26, 2019</li> <li>Clermont Sun O Comments</li> </ul>                                                                                                                                 | Batavia, OH 45103                  |        |       |   |
| The Batavia Township Trustees held a groundbreaking for the                                                                                                                                        | Weather                            |        | 121   |   |
|                                                                                                                                                                                                    |                                    |        |       |   |



# Facebook Ads

FOR ALL COUNTIES

### 2 CREATIVE ARTWORKS + 3 PATHWAYSFacebook Ad Summary



### In Context







# Thank you.